



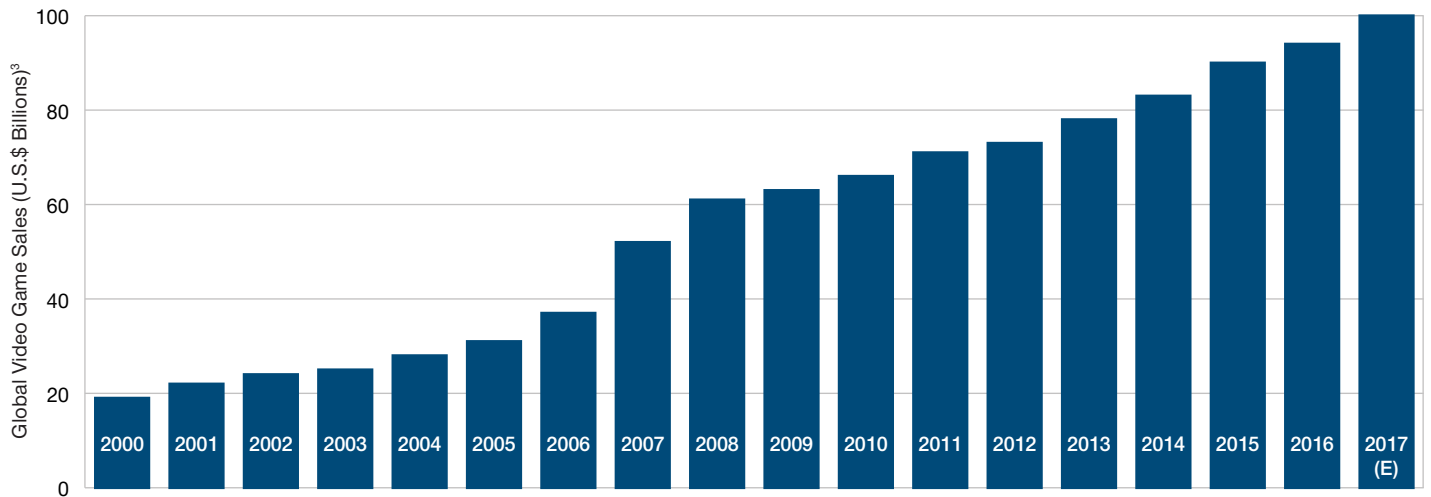
# Video Gaming Industry

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In-game content	Full-game digital downloads on a console	Packaged games	<p><b>EXPANDED ADDRESSABLE MARKET</b></p>	<p><b>AVERAGE TIME SPENT PLAYING VIDEO GAMES PER WEEK:</b></p> <p><b>6.5 HOURS<sup>1</sup></b></p>	<p><b>PERCENTAGE OF U.S. HOUSEHOLDS WITH A GAMING SYSTEM:</b></p> <p><b>50%<sup>2</sup></b></p>
<b>90%</b>	<b>80%</b>	<b>60%</b>			



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<sup>1</sup>Nielsen; <sup>2</sup>ESA; <sup>3</sup>EA Investor Presentation

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